

The Museum of Modern Art

11 West 53 Street, New York, N.Y. 10019 Tel. 956-6100 Cable: Modernart

RELEASE NO. 44 A

ITALY: THE NEW DOMESTIC LANDSCAPE

Director: Emilio Ambasz

May 26, 1972 - September 11, 1972

EXHIBITION OF OBJECTS: (180 objects produced by over 100 Italian designers
(see enclosed photos) grouped into three categories)

- i. Objects chosen for formal, technical or typological reasons.
- ii. Objects chosen because their formal characteristics are derived from or motivated by semantic operations upon established socio-cultural meanings, such as "back to nature," pop art, anthropomorphism, etc.
- iii. Objects chosen because they represent multiple modes of use of single objects, or system of objects adaptable to multiple modes of use.

Media: Objects are presented in the Museum's Garden in exhibition containers and organized into their distinct groups. Each category is further subdivided into subcategories according to specific objects.

The objects will be exhibited in the Museum's Garden (Upper and Lower Terraces) in exhibition containers especially designed to serve a double function: one, as display cases, and, two, as shipping containers once the dismantled show is to be transported to another museum.

Design: Emilio Ambasz, in collaboration with Thomas Czarnowski;
(Technical consultants: initial phase, Giancarlo Piretti;
construction phase, Justin Henshell)

Patron: Anonima Castelli, Bologna, Italy;
Wooden, metal, and plastic furniture manufacturers.